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TOURISM



Tourism

Tourism is the backbone of Macao's economy. With the long-term goal of building Macao as a world tourism and leisure centre, the government department responsible for tourism development – the Macao Government Tourist Office (MGTO) – started adjusting tourism policies and measures in accordance with Macao's new positioning, and promoted sustainable and healthy development of the tourism industry in areas including marketing and promotion, tourism planning, products and events, tourism industry management, and training and quality control.

Overview of Tourism in Macao

Major Markets

According to the Statistics and Census Service, the total number of tourists visiting Macao in 2019 was 39,406,181, representing an increase of 10.1 percent over the 2018 figure. The number of overnight visitors during the year totalled 18,632,699, representing an increase of 0.8 percent, and accounting for 47.3 percent of visitors to Macao. The average length of stay of overnight visitors was 2.2 days, while the overall figure was 1.2 days; both figures remained the same as for the previous year.

In 2019, the 10 major source markets of visitors were:

| Country / Region | No. of Visitors | Percentage (%) |
|------------------------------|-----------------|----------------|
| Mainland China | 27,923,219 | 70.9% |
| Hong Kong | 7,354,094 | 18.7% |
| Taiwan | 1,063,355 | 2.7% |
| South Korea | 743,026 | 1.9% |
| Philippines | 423,106 | 1.1% |
| Japan | 295,783 | 0.8% |
| Malaysia | 206,277 | 0.5% |
| The United States of America | 199,800 | 0.5% |
| Indonesia | 169,957 | 0.4% |
| Thailand | 151,521 | 0.4% |

In 2019, Greater China (mainland China, Hong Kong and Taiwan) comprised 92.2 percent of the total number of tourists; and the international market comprised 7.8 percent. Mainland China continued to be the largest market for visitors to Macao, accounting for 70.9 percent of the total number of visitors, which was 10.5 percent higher than in 2018. Among the mainland China visitors, 13,071,545 (46.8 percent) travelled to Macao under the Facilitated Individual Travel (FIT) scheme.

Hong Kong and Taiwan were the second and third largest markets for visitors to Macao, respectively; the numbers of visitors from Hong Kong increased by 16.2 percent, while those from Taiwan increased slightly by 0.2 percent, compared with 2018.

Regarding the international market, South Korea remained at the top of the list of sources of international visitors, albeit with a decrease of 8.6 percent from the figure of 2018.

The Southeast Asia market was relatively weak, with visitor numbers from Indonesia and Thailand decreasing by 2.2 percent and 16.5 percent, respectively.

Visitors from Japan also decreased, by 9.2 percent. Visitors from the United States, the only long-distance source of visitors on the top ten list, also recorded a decrease of one percent.

The Hotel Industry

According to Macau Government Tourist Office (MGTO) statistics, at the end of 2019, Macao had a total of 126 hotel premises, of which 87 were star-rated hotels and 39 were guesthouses, supplying a total of 41,148 guest rooms.

| Star Rating | Number of Hotels | Number of Rooms |
|-----------------------------|------------------|-----------------|
| Five-star Luxury Hotels | 11 | 5,795 |
| Five-star Hotels | 26 | 19,182 |
| Four-star Hotels | 17 | 7,862 |
| Three-star Hotels | 16 | 5,980 |
| Three-star Apartment Hotels | 1 | 208 |
| Two-star Hotels | 16 | 1,133 |
| Sub-total | 87 | 40,160 |
| Guesthouse | 39 | 988 |
| Total | | 41,148 |

* Average room rate of three to five-star member hotels was 1,360.9 patacas in 2019, 1.5 percent higher than in 2018, according to the Macau Hotel Association.

The total number of guests who stayed in hotels in Macao during 2019 was 14,104,125, representing an increase of 1.1 percent over the figure in 2018. The average year-round occupancy rate of hotels decreased from 91.1 percent in 2018 to 90.8 percent in 2019. The average length of stay was 1.5 nights, the same as the 2018 figure.

Travel Agencies

At the end of 2019, there were 226 licensed travel agencies in Macao, one less than in 2018. A total of 1,972 people held tourist guide licences issued by the MGTO, 59 (3.1 percent) more

than in 2018. The language abilities of these tourist guides spanned Cantonese, Putonghua, English, Portuguese, Indonesian, German, Japanese, Korean, Thai, French, Spanish, Russian, Malay, Hokkien and Chaozhouese.

In 2019, 8,036,514 tourists visited Macao on package tours, representing a decrease of 8.2 percent from 2018. Most package tourists, totalling 6,212,328, came from mainland China, representing a decrease of 9.1 percent. The second and third-largest sources of tourists were Taiwan and South Korea, with 682,855 and 581,249 visitors recorded, respectively.

In 2019, a total of 1,766,500 Macao residents engaged with travel agent services to travel abroad. Of these, 565,700 joined outbound group tours. The most popular destination was mainland China, with 455,400 (80.5 percent) residents visiting. Hong Kong was the second most-popular package tourism destination for Macao residents, attracting 18,300 visitors, or 3.2 percent of the total. Thailand ranked third, attracting 14,600 visitors, or 2.6 percent of the total. A total of 1,200,900 residents engaged with travel agent services without joining guided tours, 4.1 percent less than in 2018.

Macau Government Tourist Office

The functions of the Macau Government Tourist Office (MGTO) include assisting the formulation and implementation of local tourism policies; enhancing development and diversity of the tourism industry; and monitoring tourism and related business and issuing licences, in order to realise the Government's overall tourism objectives.

The MGTO has set up representative offices in many countries and regions around the world, including the Hong Kong SAR, Japan, South Korea, Thailand, Malaysia, Indonesia, India, the United Kingdom and Ireland, the United States of America, Russia, Australia and New Zealand.

Macao's tourism industry was also actively promoted by three overseas offices: the Tourism Section of the Office of the Macao Special Administrative Region in Beijing, Macau Economic and Cultural Office in Taiwan, and Macau Tourism Promotion and Information Center in Portugal.

In 2019, Macao tourism development was satisfactory. To celebrate the 20th anniversary of the establishment of Macao Special Administrative Region, the MGTO joined relevant departments to hold various celebration events. The MGTO also continued implementing the Macao Tourism Industry Development Master Plan, and commenced work to deepen the development of Macao as a Creative City of Gastronomy. It also actively took part in promoting the Guangdong-Hong Kong-Macao Greater Bay Area as a tourism destination, developing Smart Tourism, improving the quality of tourism and encouraging diversification of tourism products, in order to foster sustainable development of Macao tourism.

Tourism Planning and Study

Along with the announcement of the Macao Tourism Industry Development Master Plan in 2017, the Government proposed eight major key objectives, 33 strategies, 29 planning proposals and 91 short-, medium- and long-term action plans in accordance with the goal of building Macao as a

world tourism and leisure centre. Among the 69 short-term (within one year to five years) action plans, 67 have already commenced implementation and are being followed up. Of these, 56 projects have reached their targets, with an implementation rate of 81 percent.

Also, the MGTO started using scientific research methods to continue reviewing the effectiveness of tourism products, in order to understand the behaviour and characteristics of the tourists from different countries, as a reference for product promotion and development.

In addition, “Macao Tourism News plus” (<https://newsplus.macaotourism.gov.mo/>) integrates news materials about Macao tourism from different news sources, to enable the media and industry to more easily access and use the database through its one-stop service.

The MGTO continued updating the “Macao Tourism Data plus” (MTD plus) database (<http://dataplus.macaotourism.gov.mo>) and provided the public with temporary data on tourists visiting Macao during mainland China’s Golden Week holidays.

Smart Tourism

In March 2019, the MGTO officially launched a smart tourism project in cooperation with Alibaba Cloud. The smart application for visitor flows applies algorithms to predict the visitor flows at each monitored tourist attraction within four hours, 24 hours and seven days; and categorises the forecast results into various levels from “comfortable”, “moderate”, “lightly congested”, “congested” to “heavily congested”, so that citizens, tourists and the tourism industry will be updated regarding the anticipated visitor flows at various tourist attractions, for appropriate tour scheduling. Additionally, a brand new tourism promotion website was officially launched in August 2019.

The MGTO actively complies with the Government’s smart city development and open data strategy. Beginning from December 2019, the MGTO discloses the tourist guide list, information on travel agencies, hotels, restaurants, dance halls, bars, sauna and massage establishments, venues classified as health clubs and karaoke, as well as “What’s On”, through the Government’s data service platform.

Licensing and Industry Management

In 2019, the MGTO issued 46 licences for hotels and catering premises, and followed up regarding the applications for various kinds of licence. In 2019, the MGTO conducted 1,967 inspections of licensed premises and activities that were supervised by the MGTO, and 1,550 inspections of checkpoints and tourist attractions. Regarding combating illegal accommodation, 382 units were closed to visitors.

Tourism Products

The MGTO expanded the Macao Aquatic Trek and developed waterfront tourism activities, fostered the development of Anim’Arte NAM VAN and Taipa Houses-Museum, encouraged cultural and creative enterprises to develop the Macao Tourism Mascot “Mak Mak”, subsidised community groups in organising events under the Community Tourism Plan, and promoted cultural tourism.

Macao Aquatic Trek

The MGTO facilitated coordination between departments to implement construction of the Barra temporary pier, in order to create room for development of diverse maritime tourism products, and continued optimising the arrangement of cruise routes by adding an embarkation station at the Macau Fisherman’s Wharf. It also supported community groups in organising waterfront tourism events, such as the 2019 Macau China Wakeboard & Wakesurf Open & Malibu WWA Asian Wake Series, the Reel Fun, the 2nd Macau Ocean Culture Festival and the Maritime Parade to celebrate the 70th anniversary of the establishment of the People’s Republic of China, and the 20th anniversary of the establishment of the Macao SAR.

Anim’Arte NAM VAN and Taipa Houses-Museum

To facilitate development of tourism and leisure landmarks, the MGTO continued adding tourism elements to the Anim’Arte NAM VAN and Taipa Houses-Museum, and supporting Macao community groups in organising various tourism and cultural activities, including:

- Fun Easter 2019 at Anim’Arte NAM VAN;
- 2019 Macao Awareness Campaign – Better Understanding of the 20th Anniversary of Macao’s Return to the Motherland;
- Celebration of the 20th Anniversary of the Establishment of the Macao SAR – Macao Awareness Campaign Activities;
- A youth art programme at the Anim’Arte NAM VAN plaza;
- A weekend DIY workshop for the 30th Macao International Fireworks Display Contest;
- The fourth Macao Lantern Festival;
- Explore Anim’Arte and Enjoy Leisure Time with POLI;
- Travelling around the Community – Spring in Macao (at the Taipa Houses-Museum); and
- Travelling around the Community – Summer Trip (at the Taipa Houses-Museum).

Macao Tourism Mascot “Mak Mak”

The MGTO cooperated with the Cultural Industry Fund to launch the Specific Financial Support Programme for the Cultural Tourism Brand Building with Macao tourism mascot “Mak Mak” as the theme. The assessment committee selected ten cultural tourism products and two cultural tourism experiencing services for granting the rights to use of “Mak Mak” by the MGTO. The Cultural Industry Fund provides an out-of-pocket subsidy for the production and operation of relevant cultural and creative products. The authorisation for the use of the mascot lasts five years, while the programme runs for 24 months.

Community Tourism

The Community Tourism Plan subsidised relevant organisations to hold activities in various

parishes and along “Step Out, Macao” tour routes, in order to attract tourists visiting the community and foster local economic development. In 2019, it subsidised a total of 37 activities held by 24 organisations, attracting over 1,368,000 participants.

Cultural Tourism

The MGTO continued facilitating the development of cultural tourism and passing on local culture by encouraging community groups in organising festive cultural activities and Macao intangible cultural heritage activities, including birth anniversaries of gods and immortals in Chinese mythology, festival celebrations, Cantonese opera and art exhibitions.

Grand Prix Museum

The MGTO optimised its facilities, including through reconstruction of a tourism activities centre which has been in use for over 20 years into the Grand Prix Museum. The basic and electromechanical systems of the centre are being fully renovated, with additional barrier-free facilities. The reconstruction project commenced on 3 September 2018 and is scheduled to reopen in 2020.

After expansion, the four-storey museum will provide much more space to systematically display cars and motorcycles that have raced in Macao Grand Prix, and its history. To enrich the museum’s collection, the MGTO continues seeking different types of exhibits, and cooperates with famous waxwork museums to tailormake wax figures of the drivers. It will also display a dissection of a motorcycle, invite visual language and graffiti artists to create an artistic wall, as well as engage local cultural and creative individuals in a painting cooperation programme.

Business Tourism

Travel Stimulus Programme

In 2019, the Government continued with the Travel Stimulus Programme, which combines elements of incentive travel, wedding travel and student travel facilitation programmes. A total of 87 cases involving 15,845 visitors were supported.

International Gastronomy Forum, Macao 2019

The International Gastronomy Forum, Macao 2019 opened on 21 January 2019. Participants included representatives from 21 Creative Cities of Gastronomy worldwide, as well as representatives from four Creative Cities of Design, one Creative City of Media Arts, and four candidate cities in the fields of gastronomy, literature, crafts and folk art in China.

The forum invited representatives from UNESCO, experts from around the world and acclaimed chefs to share their views with the theme of “The Possibilities of Gastronomy and Creativity”, building a fundamental platform for creative cities to exchange views. There was a National Geographic special session, which focused on how the food and beverage sector can encourage

the industry to adopt sustainable practices, in order to contribute to the implementation of EU 2030 Agenda for Sustainable Development.

The first UNESCO Creative Cities of Gastronomy Cooking Show was held on 19 January and 20 January 2019. Young chefs from 20 creative cities of gastronomy from all over the world, including Macao, and two candidate cities in the field of gastronomy from mainland China, were invited to demonstrate their culinary skills, and share their aspirations and culture with Macao citizens and tourists.

The Seventh Macao International Travel (Industry) Expo

The Seventh Macao International Travel (Industry) Expo was held from 26 to 28 April 2019. The event was hosted by the MGTO, supported by the Ministry of Culture and Tourism of the People’s Republic of China and organised by the Macao Travel Agency Association. The area of the expo venue was 22,000 square metres – twice the area in 2018, and there were 835 exhibition booths. A total of 452 enterprises and institutions from 54 countries and regions participated in the event, including 74 exhibitors from 11 cities in the Guangdong-Hong Kong-Macao Greater Bay Area, 35 from countries and regions along the Belt and Road, eight Portuguese-speaking countries, and 32 tourism departments from mainland China provinces and cities. The Expo attracted 33,944 visitors.

Global Tourism Economy Forum – Macao 2019

The Global Tourism Economy Forum – Macao 2019 was held from 14 October to 15 October 2019. It was hosted by the Secretariat for Social Affairs and Culture, and co-organised by the MGTO. Partner countries for this year’s forum included Argentina and Brazil, with Jiangsu as the major partner province. The forum, with “Tourism and Leisure: Roadmap to a Beautiful Life” as the theme, engaged 2,000 participants, including ministerial officials of tourism and related fields, industrial leaders, experts, scholars and guests from across the globe.

The business matching session gathered 142 tourism enterprises from around the world, including tourism suppliers from Argentina and Brazil and travel trade operators from mainland China. The MGTO again cooperated with the European Travel Commission, which introduced European tourism enterprises to participate in the session for broadening their business networks in China and the rest of the world, seeking new partnerships and creating new opportunities.

Events and Festivals

In 2019, the MGTO continued organising various events and festivals with the aim of building Macao as a city of mega events:

- 2019 Chinese New Year Celebration activities;
- Celebrations of the 20th Anniversary of the Establishment of the Macao Special Administrative Region – Parade for Celebration of the Year of the Pig;

- Asia’s 50 Best Restaurants 2019 Awards Ceremony;
- The 30th Macao International Fireworks Display Contest;
- Fireworks Carnival 2019;
- Celebration events for World Tourism Day;
- Macao Light Festival 2019;
- The Fourth International Film Festival & Awards Macao; and
- Macao-Zhuhai Fireworks Show in celebration of the 20th Anniversary of Macao’s Handover to the Motherland.

Parade for Celebration of Lunar New Year

Organised by the MGTO, Celebrations of the 20th Anniversary of the Establishment of the Macao Special Administrative Region – Parade for Celebration of the Year of the Pig was held from the third to sixth days of the Lunar New Year. It included a floats parade, large-scale performances, a fireworks show, a floats exhibition that featured 18 floats and 32 local and overseas performing groups with 800 artistes, and the newly-launched Favourite Parade Float Vote, bringing a fantastic, memorable and blissful Lunar New Year to citizens and tourists.

The 30th Macao International Fireworks Display Contest

The 30th Macao International Fireworks Display Contest, with the theme “Duo Celebrations for Macao”, featured 12 competitive firework teams from Malaysia, Philippine, Portugal, Korea, United Kingdom, Romania, South Africa, Canada, France, China, Japan and Australia. The competitions were held on 7th, 13th, 21st and 28 September, and 1st and 5 October, respectively, at the waterfront facing the Macau Tower. The Fireworks Carnival enlivened every night the contest was held.

Macao Light Festival 2019

From 1 December to 31 December 2019, the MGTO held the “2019 Macao Light Festival — Explore the Light” from 7 p.m. to 10 p.m. each night. This included 3D mapping, light installations and interactive games, covering 15 locations across four districts. It introduced 3D mapping from Spain, Portugal, Japan, Shenzhen and two local teams, and celebrated the 20th Anniversary of the Establishment of the Macao Special Administrative Region.

The Fourth International Film Festival & Awards Macao

The Fourth International Film Festival & Awards Macao, jointly hosted by the MGTO and Macau Films & Television Productions and Culture Association, was held from 5 December to 10 December 2019, presenting 50 spectacular films and six short films. All the remarkable feature and short films were screened for the public through IFFAM’s various sections, including International Competition, New Chinese Cinema, Shorts Competition, World Panorama, Flying Daggers, Gala,

Special Presentations, the 20th Anniversary Macao Special Presentations, Director's Choice and Macao Short Film Special Presentation. The IFFAM Industry Hub was held during the festival, especially for film professionals from all over the world, and featured master classes and sessions with expert filmmakers.

Macao-Zhuhai Fireworks Show in celebration of the 20th Anniversary of Macao's Handover to the Motherland

At 9 p.m. on 22 December 2019, the MSAR Government and the Zhuhai Municipal People's Government staged their first joint fireworks show, above the waterfront area facing the Macau Tower and Zhuhai Hengqin Financial Island, in celebration of the 20th Anniversary of the Establishment of the Macao Special Administrative Region.

The show was co-organised by the MGTO and the Administrative Committee of Hengqin New Area, which adopted the innovative idea of cross-territory collaboration to present the largest-ever festive fireworks extravaganza blended with diverse new elements, thus creating an atmospheric celebration of the anniversary of the reunification, for both citizens and tourists.

Tourism Marketing

A Series of Activities in Celebration of the 20th Anniversary of the Establishment of MSAR

In celebration of the 40th anniversary of the establishment of diplomatic relations between China and Portugal and the 20th anniversary of the establishment of the Macao SAR, and leveraging on the occasion that Macao was elected as the Preferred Destination 2019 by the Portuguese Association of Travel and Tourism Agencies (APAVT) and the International Guest Destination by the Lisbon Travel Market (BTL), the MGTO organised "Experience Macao – Portugal" mega promotion in Lisbon and Porto, to showcase Macao's latest tourism developments, achieving maximum promotional effectiveness.

In April, a lucky draw for tourists was launched during the Macao International Travel Industry Expo, with the 20th anniversary of the establishment of the MSAR as the theme. Lucky draw desks were set up at the tourist information counters in major border checkpoints on the 20th day of each month from May to November. Tourists could enter the lucky draw for chances to win locally-designed souvenirs.

Various celebrations were held in major source markets, while pertinent elements were incorporated into regular promotions. The MGTO also cooperated with airlines, ferry companies and travel agencies to launch special themed products in celebration of the 20th anniversary of the establishment of the Macao SAR.

The MGTO created an official Facebook account – "STOPOVER MACAO" – and Instagram account – "MAKMAK MACAO" – to share the most up-to-date travel information with local people and Chinese-speaking cities. In the official WeChat account, it featured a Gastronomy Map, list of licensed hotels and visitor flows prediction functions, enabling tourists from mainland China

to more easily obtain information. Capture Macau, a photography collection and voting event, encouraged participants to share photos captured in different places in Macao on social media. The most popular photos were made into postcards as promotional materials, and distributed in travel fairs and consumer roadshows, and a Capture Macau exhibition was set up in appropriate travel fairs, to be enjoyed by the public.

Enhancing promotion and awareness of Macao · Creative City of Gastronomy

The MGTO continued promoting the tourism and culture of Macao with the theme “Gastronomy”. It presented the charm of Macao’s gastronomy and traditional culture to the world in different ways, including participating in major travel fairs, and holding destination presentation seminars and mini-marts in major source markets. Moreover, it participated in and organised various promotional activities, including promotional activities on food trucks held in the United States, Russia and Malaysia, and consumer roadshows on Macao held in Korea, Malaysia, Thailand, Indonesia, India, Russia, mainland China, Hong Kong and Taiwan, to promote Macao · Creative City of Gastronomy and a series of festive events by adopting a trendy approach.

The MGTO also cooperated with the National Geographic team to conduct research and produce a documentary with the theme of sustainable gastronomy.

Tourism Promotion

To support the 2018 Macao Year of Gastronomy and Macao Creative City of Gastronomy, the MGTO promoted Macao food through local newspapers, produced brochures, and introduced readers to the process of Macao’s application for inclusion on the Creative City of Gastronomy list.

The MGTO made a series of souvenirs with Creative City of Gastronomy as the theme, for distribution in exhibitions and briefing sessions held in different countries and regions. It also produced “Creative City of Gastronomy” promotional videos and commercials for broadcasting through TV channels and social media platforms in Macao, Hong Kong and all over the world. The MGTO also cooperated with Air Macau to apply “Macao - Creative City of Gastronomy” as a decorative theme for aircraft.

Joint Promotions

The MGTO fully leveraged the functions of the Tourism Federation of Cities in the Guangdong-Hong Kong-Macao Greater Bay Area, and the regional cooperation mechanisms to facilitate tourism development and joint promotion across the Greater Bay Area. It also organised the “Greater Bay Area – Seamless Travel Experience” promotional event in cooperation with the tourism departments of other cities of the Greater Bay Area, and invited Singaporean travel bloggers to share their multi-destination trip experience covering 11 cities in the Greater Bay Area.

The MGTO also organised tourism promotional events and set up joint promotional booths with the theme “Guangdong-Hong Kong-Macao Greater Bay Area” at Berlin International Tourism Fair,

tourism promotion events in Los Angeles and other major tourism fairs in cooperation with the Tourism Marketing Organisation of Guangdong, Hong Kong and Macao.

Moreover, utilising Macao as a promotional platform, the MGTO invited mainland China cities and provinces to participate in the Macao International Travel (Industry) Expo and the Global Tourism Economy Forum Macao. It also organised tourism sector delegations from countries and regions along the Belt and Road in Southeast Asia, Portugal, the United State and Taiwan to experience a trip across the Hong Kong-Zhuhai-Macao Bridge and explore the tourism resources in the Guangdong-HongKong-Macao Greater Bay Area, to facilitate the launch of a brand new multi-destination tourism product.

Information Counters

Eight information counters have been set up by the MGTO in major ports and tourist spots in Macao (the Border Gate, the Outer Harbour Ferry Terminal, the checkpoint building at the Macao border crossing area of the Hong Kong-Zhuhai-Macao Bridge, Edif Ritz at the Largo do Senado, Macau International Airport and Taipa Temporary Ferry Terminal) and major ports in Hong Kong (Shun Tak Centre and Hong Kong International Airport), in order to provide tourism information and reception services to tourists.

In 2019, information counters in Macao and Hong Kong received 784,445 visitors.

Quality Tourism Services Accreditation Scheme

The Quality Tourism Services Accreditation Scheme was introduced in 2014. The scheme initially targeted the catering industry, and in 2016 expanded to cover tourism agencies. Since its launch, a total of 281 food and beverage businesses and 40 travel agencies have received the “Star Merchant Award” accreditation.

In 2019, the MGTO and the Consumer Council jointly launched a collaboration project under the “Quality Tourism Services Accreditation Scheme” and “Certified Shop Scheme” for the retail sector. It is hoped that the greatest synergy through this collaboration could be achieved by protecting consumer rights, acknowledging merchants who provide quality services to the travel retail industry, and encouraging and supporting the industry to enhance their service culture.

Each “Certified Shop” awarded grade A or A- from the “Certified Shop Scheme” of the year and acknowledged by the “Quality Tourism Services Accreditation Scheme” Assessment Committee will simultaneously become a “Star Merchant” of the retail industry, through the Quality Tourism Services Accreditation Scheme.

In 2019, a total of 166 Certified Shops received the “Star Merchant Award” (28 for grade A and 138 for Grade A-).

Regional and International Cooperation

Regarding international cooperation, the MGTO actively participated in various conferences,

seminars and events organised by international tourism organisations in 2019, thereby enhancing Macao's participation and popularity in international tourism-related activities. As an associate member of the UNWTO, the MGTO delegation attended various events, including the 31st Joint Meeting and Regional Conference on Sustainable Development through Tourism of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia, and the 23rd Session of General Assembly of the UNWTO, to express opinions and exchange views.

As the secretary and treasurer of the governing body of the Pacific Asia Travel Association (PATA), the director of the MGTO attended the PATA Executive Board Meeting and PATA Annual Summit 2019, and sponsored the PATA Gold Awards Dinner and Presentation.

Regarding Asia-Pacific Economic Cooperation (APEC), the MGTO sent its representatives – as a guest economy – to attend the 54th and 55th Meeting of APEC's Tourism Working Group.

Regarding regional cooperation, in June the Tourism Federation of Cities in Guangdong-Hong Kong-Macao Greater Bay Area convened its second annual meeting, in Hong Kong, to confirm an array of major regional tasks to be implemented.

Furthermore, to fully leverage the functions of its mechanism in fostering Macao's development as world tourism and leisure centre, the Joint Working Committee on Tourism to Support the Development of Macao into a World Centre of Tourism and Leisure (Joint Working Committee) convened the 2019 Annual Work Meeting in Macao in October. The meeting engaged leaders and officials representing various entities, including the Secretariat for Social Affairs and Culture of the MSAR Government, and leading officials and representatives of the Ministry of Culture and Tourism and the Liaison Office of the Central People's Government in the Macao Special Administrative Region.

The MGTO entered into the Promotional Cooperation Agreement between Beijing and Macao Regarding Development and Utilisation of World Heritage with Beijing Municipal Bureau of Culture and Tourism, to further foster the exchange of views and cooperation between Beijing and Macao regarding the promotion of world heritage.

Tourism Training

Tourism and related industries employ a significant proportion of Macao's total workforce. The Government attaches great importance to training people employed in the tourism sector; it offers training courses for various tourism-related professionals through the Institute for Tourism Studies.

The Institute of Tourism Studies

Established in 1995, the Institute for Tourism Studies (IFT) is a public tertiary education institute that provides tourism education, and is the world's first educational institution to be granted the TedQual Certification by the UNWTO.

The IFT offers degree and professional programmes, covering hotel services, tourism, cultural heritage, conventions and exhibitions, retail and marketing, leisure and entertainment, sports and

recreation, cultural and creativity, and culinary arts. The institute also cooperates with renowned overseas colleges and training institutions to offer advanced management courses. In addition, the IFT has been commissioned by the Government and other institutions to conduct policy research on tourism planning and development.

In 2017, the IFT was the world's first higher education institution that passed the International Quality Review (IQR) from the UK's Quality Assurance Agency for Higher Education (QAA). The IFT was ranked by the "QS World University Rankings by Subject 2018" as the fifth best higher education institution in Asia in the field of hospitality and leisure management, and the world's 33rd best higher education institution in this field. In the 2019 Shanghai Ranking's "Global Ranking of Academic Subjects", the IFT was ranked as the fifth best in Asia and the 30th best in the world in the field of hospitality and tourism management.

To meet the human resources demands of the tourism sector and complement the sector's future development, IFT's diploma and degree programmes admitted 482 students during the 2018/2019 academic year. During the academic year, there were 1,635 students (including 27 exchange students in the first semester) enrolled in the following degree programmes:

| Daytime Degree Programmes (English as Medium of Instruction) | Evening Diploma and Degree Programmes (Chinese as Medium of Instruction) |
|---|---|
| (1) Culinary Arts Management (2) Heritage Management (3) Hotel Management (4) Tourism Business Management (5) Tourism Event Management (6) Tourism Retail and Marketing Management | (1) Hotel Management (2) Tourism Event Management (3) Tourism Retail and Marketing Management |

Regarding non-tertiary education, a total of 21,717 students took various vocational and continued education courses during the 2018/2019 academic year, with 203 of the students enrolled in two Western Culinary Skills and Pastry and Bakery programmes; and 1,631 students enrolled in assessment under the Macao Occupational Skills Recognition System (MORS); and 2,775 enrolled in various free training courses under the Community Education and Development Programme (CEDP). Moreover, the school joined hands with Escola Luso-Chinesa Tecnico-Profissional to organise a three-year tourism programme for senior secondary students, a graphic design programme, and an international culinary programme. It also cooperated with several organisations to promote various courses under the Community Education and Development Programme, to meet the demands for human resources in the tourism sector including the hotel industry.

Regarding international exchanges and cooperation, as at August 2019, the IFT had built

connections with 154 schools (113 of which are non-local), organisations and institutions in 34 countries and regions, including Macao, mainland China (including Hong Kong and Taiwan), countries in the Asia-Pacific region, Europe, America and Canada, to actively promote academic and cultural exchanges.

During the 2018/2019 academic year, in addition to exchange programmes and international internships, there were over 80 students participating in exchange courses and international conferences in mainland China (including Hong Kong and Taiwan), Austria, Thailand, Portugal, the Netherlands, the United Kingdom and Vietnam, with the scholarships supported by the IFT. The IFT also signed an agreement with the Technical University of Munich, Royal University of Phnom Penh, Capilano University and Nanchang University, to widen the scope of international cooperation in the IFT's academic exchanges and student exchange programmes.

Macao is positioned to be developed into: a world tourism and leisure centre; an economic and trading service platform between China and Portuguese speaking countries; and a multi-cultural exchange and cooperation base with an emphasis on Chinese culture ("One Centre, One Platform, and One Base"). The IFT has committed to nurture talents for local tourism and service industry, facilitating the construction of Macao as a World Centre of Tourism and Leisure, and strengthening cooperation with Portuguese-speaking countries, as well as encouraging student exchange activities, in order to promote diverse cultural exchanges through tourism education.

The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area suggested exploiting the advantages of Macao tourism education and development to build Macao as a tourism education and training base in the Bay Area. The IFT actively participates in the construction of the Greater Bay Area, in accordance with the policy of China.

On 15 October 2019, the IFT signed a framework agreement with Zhuhai Culture, Radio, Television, Tourism and Sports Bureau and Zhuhai Municipal Zhu Kuan Group Holding Company Limited, for the establishment of the Macao Institute for Tourism Studies Tourism Education Collaboration Centre for Guangdong-Hong Kong-Macao Greater Bay Area, in Hengqin. On 13 December 2019, the Ministry of Culture and Tourism granted its consent that the IFT, as an entrusted institution of the MSAR Government, will play the role of the tourism education and training base in the Greater Bay Area. On the same day, the IFT signed the Framework Agreement of Strategic Cooperation on Macao Institute for Tourism Studies' Training Base in Hengqin, with Administrative Committee of Hengqin New Area.

Since 2016, IFT's Global Centre for Tourism Education and Training and UNWTO have organised eight professional training sessions, targeting government agencies, tourism industry professionals and educators. These were attended by 169 participants from 28 countries and regions.

Professional training programmes – "Capacity Building for Sustainable Tourism Planning and Destination Management" and "Capacity Building for Sustainable Tourism Development and Destination Marketing" were organised in May and November, respectively.

The Global Centre for Tourism Education and Training also cooperated with the MGTO to provide training for people from Portuguese-speaking countries. Since 2016, it has offered training for 117 trainees from Angola, Cape Verde, Guinea-Bissau, Mozambique, Timor-Leste and Sao Tome and Principe. Three training sessions were completed from March to July 2019.

Tourism Resources

Boasting a brilliant and fascinating history encompassing 400 years of cultural exchanges between China and the West, Macao has a unique appeal to tourists. Its scenery is embellished with tourist treasures of all types, including picturesque dwellings constructed in traditional styles and ancient temples built during the Ming and Qing dynasties, buildings with Southern European architectural features, baroque-style churches and impressive contemporary structures.

Churches

Ruins of St Paul's

The Ruins of St Paul's, the surviving facade of St Paul's Church, is Macao's landmark. Designed by a Spanish Jesuit, construction of the original church began in 1602, and it was completed between 1637 and 1640.

St Paul's Church has been destroyed by fire three times, but fortunately its original facade remained standing. The facade has since been repaired many times, and is now generally known as the Ruins of St Paul's.

St Paul's Church is a delicate mixture of European Renaissance and Eastern architectural styles. The Museum of Sacred Art and Crypt was built at the location of the church, and houses collections paintings, sculptures and ceremonial decorations from churches and abbeys.

The Chapel of Our Lady of Guia

Originally built in 1622, the Chapel of Our Lady of Guia is the oldest building on Guia Hill. A project to enlarge it was carried out in 1637 and was completed in 1638. The Portuguese dedicated the church to the protector of seafarers. The interior preserves features that were common in 17th century Portuguese abbeys.

In 1996, a mural was discovered inside the church; this is a rarity in the churches of southern China.

St. Anthony's Church

The oldest church in Macao, St Anthony's Church, was built by the Society of Jesus between 1558 and 1560. Catholics regard St Anthony as the patron saint of marriage, so locals also call it the "Wedding Church".

St. Augustine's Church

St Augustine's Church was built in 1591, and is one of the oldest churches in Macao. The church underwent considerable changes and assumed its present form when it was restored in 1874.

St Dominic's Church

St Dominic's Church stands on part of the former site of St Dominic's Convent. In 1587, Spanish friars built the original church, which was dedicated to Our Lady of the Rosary. It was initially built of camphor wood, and later restructured with stucco bricks and cream-coloured stones. The architecture is in Portuguese style, which was popular in the Orient in the 17th and 18th centuries.

In the main chapel stands a statue of Our Lady of Fatima, from which the Parade of the Virgin commences on 13 May each year. Believers march to Penha Hill to commemorate the Virgin Mary's appearance in Fatima, Portugal. There is a museum of sacred art inside the chapel. The collection includes religious items of artistic value, as well as scriptures and carved wooden representations of saints.

Every year, the Macao Orchestra and guest orchestras from around the world choose St Dominic's Church as a performance venue, for mainly holding vocal and religious music shows.

St Lawrence's Church

St Lawrence's is one of Macao's most famous large churches. Built in the middle of the 16th century, it has undergone several restorations, and its present construction was completed in 1846. The Portuguese, who were great mariners and navigators, believed that St Lawrence offered protection and bestowed the gift of the wind.

Hermitage of Our Lady of Hope

The Hermitage of Our Lady of Hope, also called St Lazarus's Church, is the first cathedral built after the establishment of the Macao Diocese. Before the present cathedral was built, whenever a new bishop arrived in Macao to take up office, he first had to come to St Lazarus's Church to receive his crosier before he could exert his power. Consequently, this church is especially holy among Catholics in Macao. The present structure of St Lazarus's Church remains as it was in 1885.

The Cathedral

The Cathedral was built in 1576 and was originally a simple wooden structure. Between 1844 and 1850, Catholic parishioners collected donations to rebuild the church and enlarge it to its present size. Many major events in the Church's calendar centre on the Cathedral, especially during Easter. In addition to the procession of Our Lord of Passion, a solemn parade takes place on Good Friday and special masses are held on Easter Sunday.

Fortresses

Mount Fortress

Mount Fortress is one of Macao's major tourist attractions. Work on its construction began in 1617, during the reign of Emperor Shenzong of the Ming Dynasty, and it was completed in 1626. Mount

Fortress was originally used by the Church to protect the clergymen of St Paul's Church from pirate attacks. It was later turned into a military installation. In the past, the fortress stood high above the city centre of Macao, and it was regarded as an important part of its defensive fortifications. It has now become a heritage site and witness to history.

Mount Fortress occupies about 8,000 square metres. The ancient fortress tower was once an office of the Society of Jesus. It was also used as the office of the Macao Meteorological and Geophysical Bureau, and it has since been rebuilt as the Museum of Macao. At the entrance, a stone carving records the fort's military successes in defending the city against invasions.

Mong Ha Fortress

Construction of Mong Ha Fortress began in 1849. It covers an area of 650 square metres. The fortress was once a barracks for African Portuguese soldiers stationed in Macao, and was called "Black Ghost Fortress". After the former Portuguese administration withdrew its Macao garrison during the 1970s, the barracks were abandoned. In the 1980s, Mong Ha Fortress was renovated and became the Government-owned Tourism School, now known as the Institute for Tourism Studies.

St Francis Fortress

St Francis Fortress was constructed in 1622. In 1584, Spanish clergymen built St Francis Convent on the site behind the fortress; subsequently, the convent was converted into a barracks. In the 20th century, after Portuguese soldiers withdrew from Macao, the barracks became the headquarters of the security forces in charge of the Marine Police, Public Security Police and Fire Service.

Guia Fortress

Guia Fortress occupies about 800 square metres. Its construction began in 1622, and it was expanded from 1637 to 1638. It was formerly valued for military purposes, because of its position overlooking the entire peninsula. It was therefore classified as a restricted military area until 1976, when the Portuguese army left. It was then turned into a tourist spot, and its appearance has been kept intact until now.

The Chapel of Our Lady of Guia was built in the fortress in 1622. Adjacent to the hermitage is the 13-metre-high Guia Lighthouse, which was built in 1864, and is one of the oldest lighthouses in the Far East. It resumed service in 1910 and has been guiding seamen ever since, with a visibility of 25 nautical miles from Macao.

When a typhoon approaches, typhoon signals are hoisted on the side of the lighthouse to warn nearby residents.

Barra Fortress

Barra Fortress, also called Pousada de S. Tiago Fortress or Sai Van Fortress, was built in 1622. It was an important fortress for protecting Macao's Inner Harbour. Inside the castle is the Chapel

of St James. In 1981, the castle was converted into a hotel, while retaining its old characteristics.

Three Ancient Grand Temples

Macao's famous grand temples are the A-Ma Temple, Pou Chai Buddhist Monastery and Temple, and Lin Fong Temple. Many visitors are attracted to these temples, because of the different generations and backgrounds they represent, and because of the gods to whom they are dedicated.

A-Ma Temple

The A-Ma Temple is one of the most famous tourist attractions in Macao and the oldest of Macao's three ancient grand temples.

Built in the Ming Dynasty, the A-Ma Temple was originally called the "A-Ma Pavilion" or "Tin Hau (Heavenly Queen) Temple" by local people. The entire temple consists of four main structures: the Stone Hall, the Main Hall, the Hong Ren Hall and the Kun Iam Pavilion. This ancient structure is distinguished by its traditional Chinese cultural characteristics.

Between Hong Ren Hall and Kun Iam Pavilion, there are many stone inscriptions along the cliff path written by celebrities, statesmen, poets and scholars and engraved in different calligraphic styles.

Pou Chai Buddhist Monastery and Temple

Built in the late Ming Dynasty, Pou Chai Buddhist Monastery and Temple is also called Kun Iam Tong Temple. The Buddhist monastery is built in the ancient Chinese architectural style of Hui Fei, resembling ancient Chinese temples on famous mountains.

The first large hall in the monastery is dedicated to the Three Precious Buddhas, the second to the Buddha of Longevity, and the third to Kun Iam. Besides the large halls, there are also some other buildings, such as the western hall, the eastern hall, the backyard garden, and so forth. Such a large Buddhist temple complex is unusual in Macao and Hong Kong.

Many collections of paintings, items of calligraphy and antiques by famous masters are housed in the temple. They include the works of Gao Jianfu, a famous painter of the Ling Nan (Guangdong and Guangxi areas) school, and his student Guan Shanyue; Chen Gongyin, who ranked among the three great poets in Ling Nan; and the famous scholar Zhang Taiyan; as well as inscriptions by ancient celebrities such as Mi Fu, Dong Qichang, and Liu Yong. The unequal Treaty of Wanghia between the United States of America and the Qing regime of China was signed in the temple garden.

Lin Fong Temple

Built in the Ming Dynasty, Lin Fong Temple is one of the most famous temples in Macao. Formerly named the "Tin Fei Temple", Lin Fong is a comparatively small monastery and temple dedicated to Tin Hau. Since the Qing Dynasty, it has been expanded and renovated from time to time, and has gradually been expanded to its present size.

In the middle of the 19th century, Lin Zexu, a Qing Dynasty imperial commissioner, received Portuguese officials in Lin Fong Temple during his temporary residence in Macao.

As well as the three ancient grand temples, there are many other old temples in Macao, such as the Na Tcha Temple, Hong Kung Temple, Tam Kung Temple, Bhaisajyaraja Bodhisattva Buddhist Monastery (Yeok San), Chu Lam Chi Buddhist Monastery, Sam Po Temple, Po Tai Buddhist Monastery, Lin Kai Temple, Pak Tai Temple and Tin Hau Temple.

Cybernetic Fountains

Macao has a cybernetic fountain at Nam Van Lake. The fountain comprises various spouts and lights for fountain shows. The Municipal Affairs Bureau schedules two musical fountain shows and laser fountain shows on Saturdays and Sundays. More shows are staged during special festivals, such as New Year's Day, Chinese New Year, the Mid-Autumn Festival and Christmas.

Macau Tower

The Macau Tower Convention and Entertainment Centre, which was funded and constructed by the Sociedade de Turismo e Diversões de Macau, officially opened on 19 December 2001 as Macao's new signature landmark. Soaring 338 metres high, the Macau Tower was the tenth-highest freestanding tower in the world and the eighth-highest in Asia when it was completed.

The main observation level is 223 metres above the ground, and consists of four floors. Two floors accommodate an indoor viewing deck, cafe, revolving restaurant and outdoor viewing deck. The indoor viewing deck provides visitors with panoramic views of up to 55 kilometres.

The multifunction convention and entertainment centre integrated with the tower also has four floors containing exhibition and conference facilities.

A-Ma Statue

Located at the top of the Alto de Coloane, the A-Ma Statue is the tallest white marble statue of this goddess in the world. Constructed from 120 white marble boulders and completed on 28 October 1998, it is 19.99 metres in height. The face is carved from a single white marble boulder, and the statue weighs 500 tonnes.

International Sports and Cultural Events

Macao hosts a variety of international sports and cultural events throughout the year. These play an important role in promoting Macao, enhancing its international profile and attracting tourists and visitors.

Macau Grand Prix

The Macau Grand Prix began in 1954, and was originally an amateur sports event for Macao motor

racing fans. Today, it has become a major event for the world's leading racing teams.

Every year in late November, world-class drivers and thousands of visitors flock to Macao to join the world's only street track event that includes both a formula touring car race and a motorcycle race.

The Formula Three race of the Macau Grand Prix is the premier event, drawing national championship racers from throughout the world to compete for the honour of first prize. Grand Prix street track riders and motorcycle superstars such as Ayrton Senna, Michael Schumacher, David Coulthard, Jenson Button, Kevin Schwantz, Carl Fogarty, Didier de Radigues and Ron Haslam have competed at the Guia Circuit.

Macao International Marathon

The Macao International Marathon seeks to foster sports development, enhance international friendship and promote Macao's sports and tourism industry to the world.

The Macao International Marathon is held every December and is the largest track-and-field event in Macao. The route circles the Macao peninsula and crosses to Taipa and Coloane islands, and has a total length of 42.195 kilometres. Marathon competitors come from all over the world, and include athletes from Macao and Hong Kong as well as famous international track-and-field stars.

Macao International Fireworks Display Contest

The Macao International Fireworks Display Contest is recognised throughout the world. It attracts numerous prominent fireworks companies and is attended each year by large numbers of tourists and Macao residents. The contest provides an opportunity for Macao to showcase its tourism industry and reputation.

The first Macao International Fireworks Display Contest was held in 1989, and was contested by just five teams. The contest has gradually become a major annual tourism event, attracting high standard fireworks companies from countries and regions such as mainland China, the Philippines, Thailand, Taiwan, Japan, South Korea, Australia, the United Kingdom, Switzerland, France, Germany, Portugal and Spain. The Macao International Fireworks Display Contest is usually held between September and October each year, on the seafront near the Macau Tower.

Other major sports events and cultural activities held in Macao include the FIVB World Grand Prix, the Macao Open (Golf Tournament), the annual Macao International Dragon Boat Races, the Macao Arts Festival from March to May, the Macao International Music Festival in October, and Macao Food Festival.

Culinary Delights

Since Chinese and Western cultures coexist in Macao, it offers food that blends culinary influences from around the world. Different cuisines can be sampled throughout the area, and tourists may taste the regional dishes of Beijing, Shanghai, Sichuan, Guangdong and Taiwan to their heart's content. They can also enjoy authentic cuisines from Portugal, Italy, France, Japan, India, Vietnam,

South Korea, Brazil and Thailand.

Regarded as one of the world's unique cuisines, Macanese cuisine is actually a distillation of the culinary arts of Portugal, Africa, India, Malaysia and mainland China's Guangdong Province. Bacalao balls, African chicken, spicy prawns, Portuguese chicken, stewed duck with herbs, stewed knuckle with red beans, stuffed crab shells, and grilled sardines are celebrated delicacies in Macao.

Macao specialties also include almond cakes, egg rolls, crackers, peanut candy, chicken-shaped pastries, dried preserved fruits and various dried meats, which are tourists' favourites. Clusters of pastry houses and snack shops are found along Almeida Ribeiro Avenue to the Auto Novo Alley, Sao Paulo Road and around the old district on Taipa island.



Fortresses





Fortresses in Macao were mostly built on hills or seacoasts, to defend against invading enemies. According to historical data, there were 22 fortresses in Macao during the late 1990s. They no longer serve their original purpose, and are now historical relics.